

6 May 1958

MEMORANDUM FOR: Assistant Director, Research and Reports  
THROUGH: Special Assistant, Research and Reports  
SUBJECT: Questionnaire with ERA Reports, No. 58-471

1. I believe that there is merit to attaching a modified questionnaire to a number of ERA reports. Our consultants recommended as follows,

"We suggest a survey of consumers to determine what changes, if any, in subject, form or content would increase the usefulness of these reports."

2. In my opinion, a survey followed up by a "face to face" discussion would be of more benefit than either technique used alone.

3. The use of a questionnaire in only three reports seems to me far too limited. We produce such a variety of research products that no matter how the three were chosen, they would constitute a biased sample. The output of one quarter would be far more representative.

4. Your modifications in the outline of the questionnaire, I believe, would improve it considerably. I recommend we push ahead on this suggestion.

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